

Segment 4:

Marketing Your Products and Services

Thank you for taking the time to view one of the four presentations in the **GSA Schedules Training for Vendor Success** webinar series. Below is a collection of online resources referenced throughout the webinar that will help you understand how to get noticed by potential buyers, stay relevant, and improve your marketing/business development efforts. This list includes various resources within GSA that offer alternative channels other than Schedules to sell products and/or services to government customers. In addition, there is a complete list of live links to government-related media outlet websites, social media sites, associations and forums, and conferences. We have also provided step-by-step instructions for some of these resources to help set you up for success.

Online Resources

GSA Online Resources

GSA Assisted Acquisitions Services <http://www.gsa.gov/aas>

The Assisted Acquisition Services (AAS) program of the Federal Acquisition Service (FAS) offers value-added, customized, acquisition, project management, and financial management services for Information Technology and Professional Services solutions. If you have customers who are inquiring about additional assistance from GSA in the above referenced areas, you should contact a Director at the Regional Client Support Center for the region that manages your contract.

New England Region (1)

POC Name: Joseph Nickerson

Phone: (617) 565-6727

Northeast and Caribbean Region (2)

POC Name: Peter Han

Phone: (212) 264-6949

Mid-Atlantic Region (3)

POC Name: Kari Santoro

Phone: (215) 446-5810

Southeast Sunbelt Region (4)

POC Name: Joel Rogero

Phone: (404) 332-3335

Great Lakes Region (5)

POC Name: Patrick Tauschek

Phone: (618) 622-5801



The Heartland Region (6)

POC Name: Patrick Tauschek

Phone: (618) 622-5801

Greater Southwest Region (7)

POC Name: Sylvia Hernandez

Phone: (817)-850-8400

Rocky Mountain Region (8)

POC Name: Kenneth Moore

Phone: (303) 236-7197

Pacific Rim Region (9)

POC Name: Kenton Raiford

Phone: (415) 522-4540

Northwest/Arctic Region (10)

POC Name: Kenton Raiford

Phone: (415) 522-4540

National Capital Region (NCR)

POC Name: Iris Hall

Phone: (202)260-6352

For general inquiries about the Assisted Acquisition Services program, contact Jim Ghiloni at (703)-605-9213.

GSA Global Supply <http://www.gsa.gov/globalsupply>

GSA Global Supply™ provides easy and flexible requisition-based ordering for office supplies, tools, computer products, safety gear and cleaning products.

GSA Technology Programs <http://www.gsa.gov/its>

GSA offers a full range of IT and telecommunications solutions that will help you meet your mandates. It also provides multifaceted, timely, and cost efficient contract vehicles for state-of-the-art commercial IT products, systems, services, and support.

GSA Fleet & Automotive <http://www.gsa.gov/portal/content/105273>

GSA Fleet is a full-service, professional fleet management organization providing high quality vehicles to federal customers. This comprehensive leasing program offers complete management support for the lifecycle of the vehicle. Federal agency vehicles must be purchased through GSA Automotive.



GSA National Wildland Fire Program <http://www.gsa.gov/portal/content/104500>

GSA furnishes wildland fire protection equipment and supplies to federal agencies as well as to U.S. Forest Service cooperating agencies through formal agreements with the U.S. Department of Agriculture, Forest Service and the U.S. Department of the Interior, Bureau of Land Management.

GSA Go Green! <http://www.gsa.gov/gogreen>

GSA CTAs <http://www.gsa.gov/cta>

GSA BPAs <http://www.gsa.gov/bpa>

GSA Mentor – Protégé Program www.gsa.gov/mentorprotege

GSA Programs for State and Local Governments <http://www.gsa.gov/stateandlocal>

GSA Conferences and Events <http://www.gsa.gov/events>

GSA Vendor Support Center <https://vsc.gsa.gov>

Interact <http://interact.gsa.gov/>

US Small Business Administration Sub-Net <http://web.sba.gov/subnet/search/index.cfm>

Prime Contractor Mentor – Protégé Programs <http://www.gsa.gov/mentorprotege>

GSA Contract and Administrative Support

For contract and administrative support, vendors should contact the Contracting Officer who manages their contract. Contact information can be found on GSA eLibrary <http://www.gsa.gov/elibrary>.

GSA Business Development Data

GSA provides business development, marketing support, and contract and administrative services through GSA acquisition centers located across the country. Look at your schedule contract to determine which center manages it.

Center for Innovative Acquisition Development

<http://www.gsa.gov/servicesacquisition>

POC Name: Jacqueline Austin

Phone Number: 703 605-2820

Email: jacqueline.austin@gsa.gov

Center for IT Schedule Program <http://www.gsa.gov/schedule70>

POC Name: Stephanie Price

Phone Number: 703 605-2670

Email: stephanie.price@gsa.gov

Facility Maintenance & Hardware Acquisition Center <http://www.gsa.gov/fmhac>

POC Name: Tim Benoit

Phone Number: 816 926-5548

Email: tim.benoit@gsa.gov



Greater Southwest Acquisition Center <http://www.gsa.gov/gsac>

POC Name: Lyn DePriest

Phone Number: 817 850-8162

Email: lyn.depriest@gsa.gov

Integrated Workplace Acquisition Center

<http://www.gsa.gov/integratedworkplaceacquisitioncenter>

POC Name: Dan McAneny

Phone Number: 215446-5094

Email: daniel.mcaneny@gsa.gov

National Administrative Services and Office Supplies Acquisition Center

<http://www.gsa.gov/osas>

POC Name: Jim Nichols

Phone Number: 202 264-4828

Email: james.nichols@gsa.gov

Management Services Center <http://www.gsa.gov/mgmtservices>

For general marketing and business development assistance send an email to:

Mission Oriented Business Integrated Services MOBIS: mobisbd@gsa.gov

Environmental Services: environmental@gsa.gov

Professional Engineering Services PES: pes@gsa.gov

Logistics LOGWORLD: logworld@gsa.gov

Language Services: language@gsa.gov

For Business Development Data from the Federal Procurement Data System FPDS, send an email to:

Mission Oriented Business Integrated Services MOBIS: mobisbd@gsa.gov

Environmental Services: environmentalbd@gsa.gov

Professional Engineering Services PES: pesbd@gsa.gov

Logistics LOGWORLD: logworldbd@gsa.gov

Language Services: languagebd@gsa.gov

Non-GSA Online Resources

Government Accountability Office GAO Reports

<http://www.gpoaccess.gov/gaoreports/index.html>

WIFCON Where In Federal Contracting? <http://www.wifcon.com/>

Advertising Age Industry Data www.adage.com/datacenter/

Biz Tradeshows <http://www.biztradeshows.com>

BPA Audits <http://www.bpaww.com/>

Guerrilla Marketing www.gmarketing.com

Target Marketing www.targetonline.com

The Direct Marketing Association www.the-dma.org

Media Properties (a sampling of government-related media outlets)

Air Force Magazine <http://www.airforce-magazine.com>

American City & County <http://americancityandcounty.com>

Armed Forces Journal <http://www.armedforcesjournal.com>

Army Magazine <http://www.ausa.org>

Building Operating Management <http://www.buildingoperatingmanagement.com>

Contract Management <http://www.ncmahq.org>

Defense News <http://www.defensenews.com>

Emergency Management <http://www.emergencymgmt.com>

Federal Computer Week <http://fcw.com>

Federal Times <http://www.federaltimes.com>

Governing Magazine <http://www.governing.com>

Government Computer News <http://gcn.com>

Government Executive <http://www.govexec.com>

Government Security News <http://www.gsnmagazine.com>

Government Technology <http://www.govtech.com>

HR News Magazine <http://www.hrnewsmagazine.com>

Journal of Government Financial Management

<http://www.agacgfm.org/publications/journal/>

Law Officer <http://www.lawofficer.com>

Military Engineer <http://themilitaryengineer.com>

Military Logistics Forum <http://www.military-logistics-forum.com>

Washington Post <http://www.washingtonpost.com/>

Groups and Associations (a sampling of groups that GSA supports and/or participates in)

Armed Forces Communications & Electronics Association <http://www.afcea.org>

Association of Proposal Management Professionals <http://www.apmp.org>

Industry Government Council IGC <http://www.gsa.gov/portal/content/103721>

Coalition for Government Procurement CGP <http://www.thecgp.org>

National Association of State Procurement Officials <http://www.naspo.org>

National Institute of Governmental Purchasing <http://www.nigp.org>

The Veteran & Military Business Owners Association <http://www.vamboa.org>



GSA Social Networking Sites

Facebook <http://www.facebook.com/GSA>

Twitter <http://twitter.com/usgsa>

Interact: GSA Services Ordering Solutions Discussion Group

<http://interact.gsa.gov/groups/services-ordering-solutions-avoiding-mas-confusion>

Interact: Multiple Award Schedules Discussion Group

<http://interact.gsa.gov/groups/multiple-award-schedules>

GSA Schedules Facebook <http://www.facebook.com/usgsaschedules>

GSA Schedules Twitter <http://twitter.com/usgsaschedules>

GSA Office of Small Business Utilization Twitter <http://twitter.com/gsaosbu>